

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 04254 252027Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00
PA-02 USIA-15 PRS-01 SP-02 COME-00 EB-07 CU-04
OPIC-06 /057 W
-----260201Z 043745 /64

R 252021Z MAY 77
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 3578
AMCONSUL MONTREAL
ALL OTHER CANADIAN CONSULS (BY POUCH)

UNCLAS OTTAWA 04254

E.O. 11652:N/A
TAGS: EFIN, EIND, ETEL, SCUL, CA
SUBJECT: C-58: MACLEAN'S PLANS

REF: OTTAWA 2891, JULY 15, 1976

1. PRESS HAS REPORTED ANNOUNCEMENT BY MACLEAN'S PUBLISHER LLOYD HODGKINSON THAT PLANS TO TURN PUBLICATION INTO WEEKLY WILL PROBABLY BE DELAYED TO SPRING OR SUMMER OF 1978 INSTEAD OF OCTOBER 1977. SAID COMPANY UNABLE OBTAIN NEW EQUIPMENT AND COMPLETE ORGANIZATION CHANGES FOR EARLY CONVERSION. ALSO WISHES TO AWAIT GOC DECISION, PERHAPS IN JUNE, ON PROPOSAL RESTRICT LIQUOR ADVERTISING. PRESS ALSO REPORTS IRRITATION ON PART OF UNNAMED OTTAWA POLITICAL FIGURES WITH DELAY IN VIEW OF THEIR MAJOR EFFORT TO ENACT BILL C-58 AND TO CRIPPLE TIME LAST YEAR.

2. COMMENT: WE HAVE ALSO HEARD SPECULATION THAT MACLEAN'S HAS DETERMINED THE CANADIAN MARKET IS NOT YET ADEQUATE TO SUPPORT A WEEKLY AS A REPLACEMENT FOR TIME CANADA AND TO RIVAL TIME ITSELF IN CANADA. THE LATTER APPEARS TO BE DOING EXTREMELY WELL. ENDERS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PUBLICATIONS, MAGAZINES, THE PRESS
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Copy: SINGLE
Sent Date: 25-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: OTTAWA
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Litigation Codes:
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Original Previous Classification: n/a
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Reference: 77 OTTAWA 2891
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Nov-2004 12:00:00 am
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Review Exemptions: n/a
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Review Release Date: n/a
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SAS ID: 2374041
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TAGS: EFIN, EIND, ETEL, SCUL, CA
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Review Markings:
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